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RECORDED



## GLADIOLUS — MISS HELEN FRANKLIN (K)

A new and exceptional variety of the ruffled type which has been the sensation of the year as its merits have been recognized by the leading authorities on Gladioli. Its color is of pure white with violet markings on the lower petals, vigorous, tall with a strong, straight spike, averaging from 6 to 10 open flowers at one time to the stem. This variety is highly recommended for commercial purposes as it is one of the earliest grown.

The above photograph was taken from 2 year stock.

Awarded First Prize in New York (Gladioli Convention for New Ruffled, 1917. Given Silver Medal at Boston Horticultural Society Show, 1918. First Prize in open class of 6 spikes, Boston Horticultural Society Show, 1918. Numerous Awards of Merit.

**THE BEST FLORISTS' VARIETY THERE IS IN THE MARKET—IT'S A WINNER  
WHEREVER GROWN—EARLY BLOOMER**

### MISS HELEN FRANKLIN

Forcing 78 days to Bloom, outside 70 days to Bloom

NEW PRICES	1	2	3	4	5	6	Bulblets	
per 100	\$15.00	\$12.00	\$9.00	\$7.00	\$5.00	\$3.00		
per 1000	120.00	100.00	80.00	60.00	40.00	25.00	10.00	20 qt.

## TESTIMONIALS

GLADAHLIA GARDENS,  
I. A. TRAVIS, Prop.  
Elkhorn, Wis., Sept. 29, 1921

Thomas Cogger, Melrose, Mass.

Your favor of the 24th received, making inquiry in regards to the gladiolus, Miss Helen Franklin. Replying will say I am well pleased with it as a florist's variety. My opinion is, it will rank with the very best.

Yours very truly,

I. A. TRAVIS

G. D. BLACK & SON,  
GLADIOLUS SPECIALISTS  
Albert Lea, Minn., Sept. 28, 1921

Thomas Cogger, Melrose, Mass.

In regard to Miss Helen Franklin it is the earliest thing we have and good, light color, but this season was so dry we could not give it a fair trial, although it grew very good and practically all germinated.

Sincerely yours,

G. D. BLACK & SON

GEORGE S. WOODRUFF,  
GLADIOLUS GROWER  
Independence, Iowa, Oct., 1921

Thomas Cogger, Melrose, Mass.

Dear Sir:—We like gladiolus, Miss Helen Franklin, very well.

GEORGE S. WOODRUFF

W. E. FRYER,  
HARDY PLANT AND GLADIOLUS SPECIALIST  
Mantorville, Minn., Sept., 1921  
Thomas Cogger, Melrose, Mass.

Dear Sir:—I like the Helen Franklin gladiolus. Of course I only had small bulbs, but they bloomed very well.

Yours truly,

W. E. FRYER

ENTERPRISE FLORAL CO.,  
Petroskey, Mich., Sept. 30, 1921  
Thomas Cogger, Melrose, Mass.

Dear Sir:—Yours of the 24th to hand, referring to gladiolus, Miss Helen Franklin. We were much pleased with this variety and we have had blooms from July to this date and we think it's a good color and a fine shaped flower, and for an all around florists variety, it has no equal.

Respectfully yours,

ENTERPRISE FLORAL CO.,

J. W. LOVELACE

BRISTOL GLADIOLUS GARDENS,  
Bristol, R. I., Sept. 14, 1921  
Thomas Cogger, Melrose, Mass.

Dear Sir:—I am very much pleased with your new gladiolus, Miss Helen Franklin. It is the most successful sort for all purposes I have yet grown. From the 180 No. 2 Bulbs, I bought of you last spring, I harvested 175 No. 1 and 58 No. 2. Also bulbets in abundance, lots of them the size of marbles. Every lover of gladioli should grow this splendid variety.

Yours truly,

E. E. WITHERELL

JOE COLEMAN,  
THE GLADIOLI GROWER  
Ravenna, Ohio, Sept. 29, 1921

Thomas Cogger, Melrose, Mass.

Dear Sir:—The gladioli, Miss Helen Franklin, consider it an excellent florists' variety. This variety did very well for me.

Cordially,

JOE COLEMAN

P. A. LAESER,  
GLADIOLUS GROWER  
Sun Prairie, Wis., Sept. 30, 1921  
Thomas Cogger, Melrose, Mass.

Dear Sir:—I think gladiolus, Miss Helen Franklin, good because it is early for florists especially.

I am,

Yours truly,

P. A. LAESER

J. C. GROSSMAN,  
Wolcottville, Ind., Sept. 28, 1921  
Thomas Cogger, Melrose, Mass.

Dear Sir:—Yours of the 26th received. Will say Miss Helen Franklin gladiolus did very well for us. It was a little short in spike, but it took very well with our customers and was early. Also it was planted May 7th and we had the first blooms July 16th, 70 days we dug it, several days ago, and the bulbs were mostly 2 inches and a moderate lot of nice bulbets.

Yours very truly,

J. C. GROSSMAN

A. WALKER,  
GLADIOLUS GROWER  
Port Byron, N. Y., Oct. 5, 1921  
Thomas Cogger, Melrose, Mass.

Dear Sir:—The 500  $\frac{3}{4}$  to 1 inch, also 6,500  $\frac{1}{2}$  inch of Miss Helen Franklin I bought of you, turned out fine. The large size had fine, long spikes and 50 per cent of the  $\frac{1}{2}$  inch bloomed and were very useful in making up. It is a wonderful strong and healthy grower, also a fine producer of bulbets, very early and nicely ruffled. In fact it is one of the best for florists work I have handled.

Yours truly,

A. WALKER

FOREST HEIGHTS GARDENS,  
T. A. KENNING  
Minneapolis, Minn., Nov. 15, 1921  
Thomas Cogger, Melrose, Mass.

Dear Sir:—You ask my opinion of the Gladiolus, Miss Helen Franklin. It is a very pretty flower, but because of the small bulbs which I planted and the dry season, they did not get very large, but I thought it was good. It ought to be a good florists' variety.

Yours truly,

T. A. KENNING

NORMAN E. TULLY,  
GLADIOLIST,  
Hubbard, Ohio, Oct. 2, 1921  
Thomas Cogger, Melrose, Mass.

Dear Sir:—I think that gladiolus, Miss Helen Franklin, is destined to become one of the leading



light color varieties. While it was not as white as I expected to see it, the form of the flower and the length of the spike prevented any disappointment.

Yours truly,

NORMAN E. TULLY

M. F. & C. C. WRIGHT,  
GLADIOLI GROWER  
Sturgis, Mich., Oct. 3, 1921

Dear Sir:—We were well pleased with gladiolus, Miss Helen Franklin.

M. F. & C. C. WRIGHT

Oct. 18, 1920

Thomas Cogger, Melrose, Mass.

Dear Sir:—Please remember me with your New Price List of "Helen Franklin." Miss Helen is a Winner. I think it a grand sort, one of the very best for florists' use.

Truly yours,

L. B. COLBY,  
Laconia, N. H.

THOMAS STAUDT, FLORIST  
Rockville, Conn., Feb. 17, 1921

Thomas Cogger, Melrose, Mass.

Dear Sir:—I have had your Miss Helen Franklin gladioli under cultivation for the last three years and find it with more open flowers at one time than any other variety. It is a great multiplier and very early. Earliest of all whites I ever had, just right for sprays and designs.

THOMAS STAUDT

MANATAKA GREENHOUSES,  
J. G. BURROWS, Prop.,  
GLADIOLUS MY SPECIALTY  
Onset, Mass., Jan. 3, 1921

My dear Mr. Cogger:—

Answering your favor, beg to say Miss Helen Franklin has all the good points of a first class florist's flower, vigorous grower, fine foliage, and an extra fine bloom.

Yours truly,

J. G. BURROWS

PENN THE FLORIST  
124 Tremont St., 37-43 Bromfield St.,  
Boston, Mass., Nov. 3, 1920

Mr. Thomas Cogger,  
229 Laurel St., Melrose, Mass.

Dear Sir:—It would hardly be fair to let this season pass without letting you know how much we appre-

ciated the wonderful gladioli which you have furnished us with the past season. More especially we want to recommend the "Helen Franklin" variety which we found the most popular of the different varieties which we have had this summer. It was suitable for cut flower work as well as design work and the size of the flowers and length of the spikes made a much better showing and went farther in making up bunches or bouquets than any of the other varieties.

We hope that you will grow some of these for next season as we hope to use a great many of them.

Thanking you for your very kind consideration of our past orders, we beg to remain,

Very truly your,  
PENN the FLORIST

S. J. GODDARD,  
27 Main St., Framingham, Mass.

Aug. 20, 1918

Mr. Thomas Cogger, Melrose, Mass.

Dear Sir:—I was very much impressed with the display of gladioli, Miss Helen Franklin, at the Mass. Horticultural Society's recent exhibition. It appears to me it will be a very fine florist flower, a lovely color. Lots of flowers open at one time, and just the right size.

Very truly yours,

S. J. GODDARD

Malden, Mass., Feb. 21, 1921

Mr. Thomas Cogger,

229 Laurel St., Melrose, Mass.

Dear Sir:—We must say that the Miss Helen Franklin variety of gladioli is the finest of the light color varieties that we have ever handled and can be used in all kinds of floral work, to great advantage at all times. We have been handling this variety since 1917, in fact we were the first one to whom you sold the cut flowers and must say that we cannot speak too highly of it, and hope that we will be allowed just twice as many as we had last year.

Very sincerely,

J. WALSH & SON,  
F. J. Walsh

One of the largest if not the largest gladiolus grower in the country bought 200 Miss Helen Franklin gladiolus in spring of 1920. After growing it for one year, has bought for 1921, 7,000.

Another large grower, spring of 1920, bought 250 of Miss Helen Franklin gladiolus, has bought 2,000  $\frac{1}{2}$  to  $\frac{3}{4}$  for 1921.

Gladioli, Miss Helen Franklin will be grown by the millions. Every florist in the country should grow a few.

JOHN L. SMITH,  
SUPT. PRESTON GARDENS  
Beach Buff, Swampscott, Mass.,  
Dec. 6, 1921

Mr. Thomas Cogger, Melrose, Mass.

Dear Sir:—The 100 gladiolus Miss Helen Franklin, I bought of you, I planted January 11, 1921, with America, Mrs. Frank Pendleton, Halley, Augusta, Mrs. F. King. We cut gladiolus March 29th of Miss Helen Franklin and finished cutting before any other was in flower. I consider gladiolus, Miss Helen Franklin, the best forcing gladioli I have ever handled. Yours respectfully,

JOHN L. SMITH

RALPH W. WARD, FLORIST  
Beverly, Mass., Dec. 5, 1921

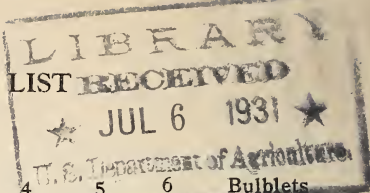
Thomas Cogger, Melrose, Mass.

The 500  $\frac{1}{2}$  to  $\frac{3}{4}$  inch gladiolus, Miss Helen Franklin, I bought of you last spring. I found to be, if I am any judge, one of the best, newer gladiolus that I have ever grown, good, distinct color, straight, upright growth, without being tied, a good many flowers out at one time, in every way a first class florists' variety. Please save me 500 same size for spring 1922.

Yours truly,

RALPH W. WARD

1922 WHOLESALE PRICE  
GLADIOLUS BULBS



BULBS Full of Life	Per 100	Per 1000	1	2	3	4	5	6	Bulblets	Per 1000	qt.
			1½ up	1¾ to 1½	1 to 1¼	¾ to 1	½ to ¾	up to ½ in.			
America.....	\$3.00	1000	\$22.00	\$18.00	\$14.00	\$10.00	\$7.00	\$3.50	\$.35	.70	
Mrs. Francis King.....	2.75	1000	22.00	18.00	14.00	10.00	7.00	3.50	.35	.70	
Mrs. Watt.....	4.50	1000	40.00	35.00	27.00	20.00	12.00	7.00	.50	1.50	
Halley.....	4.00	1000	30.00	25.00	20.00	15.00	10.00	5.00	.35	1.00	
Catleya.....	5.00	1000	50.00	40.00	30.00	20.00	15.00	10.00	.75	1.50	
Wilbrink.....	6.00	1000	50.00	40.00	30.00	20.00	15.00	10.00	.50	1.60	
Niagara.....	4.50	1000	40.00	30.00	25.00	18.00	12.00	7.00	.75	1.50	
Evelyn Kirtland.....	8.00							15.00	3.50		
Peace.....	4.50	1000	40.00	30.00	25.00	18.00	12.00	7.00	.75	1.50	
Herada.....	8.00								3.50		
Rouge Torch.....	4.00	1000	40.00	30.00	25.00	18.00	12.00	7.00	1.00	3.00	
Princepine.....	4.00	1000	35.00	28.00	20.00	14.00	10.00	6.00	.75	2.00	
Mrs. Frank Pendleton....	4.50	1000	45.00	35.00	28.00	20.00	12.00	8.00	1.00	3.00	
Prince of Wales.....	7.00	1000	60.00	50.00	40.00	30.00	20.00	12.00	2.00		
Alice Tiplady—Prim.....	25.00								20.00		
Schwaben.....	4.50	1000	40.00	30.00	20.00	14.00	10.00	7.00	1.00	2.00	
Pride of Goshen.....	7.00	1000	60.00						1.50		
Mrs. W. E. Fryer.....	6.00	1000	50.00	40.00	30.00	25.00	18.00	12.00	2.00		
Louise.....	30.00								15.00		
Crimson Glow.....	25.00								7.00		
Lily White.....	15.00	1000						30.00	4.00		
Pink Beauty.....	5.00	1000	45.00	36.00	30.00	24.00	15.00	10.00	1.00	3.00	
Panama.....	4.50	1000	40.00	32.00	25.00	18.00	12.00	8.00	1.00		
Christine M. Kelway.....	7.00	1000	60.00	50.00	40.00	30.00	20.00	12.00	1.00		
War.....	5.00	1000	45.00	35.00				10.00	1.00		
Orange Glory.....	30.00								20.00		
Augusta.....	4.00	1000	35.00	27.00	22.00	16.00	12.00	8.00	1.00		
Cracker Jack.....	3.00	1000	30.00	25.00	18.00	14.00	10.00	8.00	.75		
Minnesota.....	5.00	1000	45.00	35.00					1.00		
Mrs. O. W. Halladay.....	7.00	1000	60.00	50.00				15.00	1.00		
The Pearl.....	7.00								4.00		
Gretchen Zang.....	7.00							15.00	3.00		
Golden King.....	6.00	1000	45.00	35.00				10.00	1.00		
Glory of Holland.....	5.00	1000	45.00						1.00		
Mary Fennell.....	10.00								4.00		
Bertrex.....	8.00								4.00		
Mrs. Dr. Norton.....	35.00								10.00		
Giant White.....	8.00	1000	65.00					10.00	4.00		
Baron J. Hulot.....	6.00	1000	50.00						1.00		
White America.....	6.00								2.00		
Liberty.....	5.00								1.00		
Master Weitse.....	5.00	1000	45.00	35.00	25.00				1.00		
Flora.....	35.00								20.00		
Primulinus Hybrids.....	3.50	1000	30.00	25.00	20.00			6.00	.75	2.00	
Superb Florists' Mixture..	3.00	1000	22.50	17.50	12.00	9.00	6.00	3.50	.35	.75	

THOMAS COGGER  
Gladiolus Grower, Melrose, Mass.